

SYSTEM AND METHOD FOR PROFILING CUSTOMERS  
FOR TARGETED MARKETING

5     ABSTRACT OF THE DISCLOSURE

          A targeted marketing system and method are provided that provide a customer  
with customer questions, receive responses to the customer questions from the  
customer, and store data associated with the responses. The customer is provided  
with a feedback page that graphically illustrates data associated with the customer's  
10     standing in a selected peer group. The customer is provided with options operable to  
adjust the customer's actual demographic to a hypothetical demographic, and data  
associated with hypothetical demographic changes from the customer is received and  
processed. Hypothetical feedback information is then displayed that graphically  
illustrates the hypothetical standing of the customer within the selected peer group  
15     such that the customer can see the effect of the hypothetical demographic changes.